

**Cc:** Ostrander, David[Ostrander.David@epa.gov]  
**From:** Grayson Schaffer  
**Sent:** Fri 8/21/2015 5:46:11 PM  
**Subject:** Re: Thanks, and introduction  
[removed.txt](#)

David, I'm trying to figure out whether there's still a big-picture story to write about Gold King, the General Mining Law, or where we go from here. Wondering whether you'd be willing to talk off the record to help me get a lay of the land. I know the usual protocol would be to send me to a PIO. Not sure that'll be particularly helpful in this case.

Let me know if you have time to talk.

-Grayson

On Fri, Aug 21, 2015 at 11:12 AM, Sinjin Eberle <[seberle@americanrivers.org](mailto:seberle@americanrivers.org)> wrote:

Good morning, David –

Thanks a ton for the quick chat yesterday afternoon at the public meeting – I have been thinking about our conversation a lot since then, and want to put together some thoughts around how to present factual data and ideas to the public in ways that the lay-person can understand. Hopefully it could help them become more enlightened about the process and data they (think) they want to understand, without all the teeth-gnashing. Some interesting marketing and psychology principles might be useful in communicating data at a human level, rather than simply at the scientist level (as if scientists aren't human...!!)

But first, I would like to introduce you to Grayson Schaffer. Grayson is a Senior Editor at Outside Magazine, and he and I have been exploring ideas for a story about Gold King or abandoned mines in general that has not yet been told. He asked that I make a connection between the two of you.

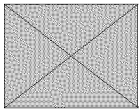
Grayson, David is the Region 8 EPA Program Director for Preparedness, Assessment & Emergency Response, located in Denver.

Ok, fellas – will let you take it from there!

Sinjin

**Sinjin Eberle**

Communications Director, Intermountain West



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